

# The kindness of strangers : studies on customer behavior in commercial virtual communities

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Stellingen behorende bij het proefschrift

**The Kindness of Strangers**

Studies on Customer Behavior in Commercial Virtual Communities

van

**Caroline Wiertz**

1. It is doubtful whether any human act, regardless of how kind, is ever motivated by pure kindness. (This dissertation, introduction)
2. The overall value of a service is calculated by weighing costs and benefits either simultaneously or sequentially, depending on the context. (This dissertation, chapter 2)
3. The norm of reciprocity governs all communities, even virtual ones. (This dissertation, chapter 3)
4. The social value of a virtual community is a greater motivator for customer participation than its actual informational value. (This dissertation, chapter 4)
5. "Not thinking" is the ultimate state of relaxation for an academic.
6. The fact that we tend to like people who are like us is actually contrary to the principle of diversity predominant in the workplace.
7. To the British, "a cup of tea" really is the answer to all problems.
8. Charging high university fees increases the danger that students expect to have "bought" their degree.
9. It is no coincidence that the French have contributed expressions like "laissez-faire" and "savoir vivre" to the American language, while the Americans have reciprocated with "le management" and "le discount".
10. Stage-fright is a prerequisite for good performance in the lecture theatre.